Rate Type

\$1,400.00 NM



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Abar Hutton Media Attention: Accounts Payable 6190 Grovedale CT Suite 200 Alexandria, VA 22310-2552

Send Payment To: **WESH**

Spots: # Ch

Day Air Date

2 WESHSu 09/02/12

Air Time Description

8:23 AM NBC Sunday Today

P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
943033-2	09/09/12	September 2012	08/27/12 - 09/03/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

Product	Estimate Number
NELSON/S/D	550

Flight Dates	Order #	Alt Order #
08/22/12 - 09/03/12	943033	07898013
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
<u>opoolar Harraning</u>		
IDB # 9912820	Advertiser Code	Product Code

ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1	08/27/12 Class of Tir	08/31/12 ne - Immedi	M-F Sunrise @6AM ately Pre-emptible withou	6:00-7:00 AM ut notice	1-1-1	:30	3	\$900.00	NM	
7	Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12 1-1-1	Spots/Week 3	<u>Rate</u> \$900.00					
	Spots: # Ch	Day Ai	r Date Air Time Desc	cription	Start/End Time	Leng	th Ad-ID			Rate Typ
	2 WI	ESHM 08	6:23 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	30 BN12003H			\$900.00 NI
	3 WI	ESHW 08	3/29/12 6:28 AM M-F	Sunrise @6AM	6:00-7:00 AM	::	30 BN12003H			\$900.00 NI
	1 WI	ESHF 08	6:28 AM M-F	Sunrise @6AM	6:00-7:00 AM		30 BN12003H		حلليك	\$900.00 NI
3	08/27/12 Class of Tir	08/31/12 ne - Immedi	NBC Today Show ately Pre-emptible without	7:00-9:00 AM ut notice	1-111	:30	4	\$1,100.00	NM	
	Weeks:	Start Date 08/27/12	End Date MTWTFSS 1-111		<u>Rate</u> \$1,100.00	pr - V-CS - N	Augustin 1-2	and the same		- 45.00
	Spots: # Ch	Day Ai	r Date Air Time Desc	<u>cription</u>	Start/End Time	Leng	th Ad-ID			Rate Typ
	2 WI	ESHM 08	3/27/12 7:56 AM NBC	Today Show	7:00-9:00 AM	:	30 BN12003H			\$1,100.00 N
	4 WI	ESHW 08	8/29/12 8:34 AM NBC	Today Show	7:00-9:00 AM	:	30 BN12003H			\$1,100.00 N
	3 WI	ESHTh 08	3/30/12 8:58 AM NBC	Today Show	7:00-9:00 AM	::	30 BN12003H			\$1,100.00 N
	1 WI	ESHF 08	8/31/12 8:29 AM NBC	Today Show	7:00-9:00 AM		30 BN12003H	-		\$1,100.00 N
4	09/03/12 Class of Tir	09/03/12 me - Immed	NBC Today Show ately Pre-emptible witho	7:00-9:00 AM ut notice	М	:30	1	\$1,100.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/12 M		<u>Rate</u> \$1,100.00					
	Spots: # Ch	Day Ai	r Date Air Time Des	cription	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 W	ESHM 09	9/03/12 8:59 AM NBC	Today Show	7:00-9:00 AM	:	30 BN12003H			\$1,100.00 N
7	08/28/12 Class of Ti	08/30/12 me - Pre-em	M-F Entertainment T	onigt7:00-730 PM	-1-1	:30	2	\$1,600.00	NM	str
	Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12 -1-1		<u>Rate</u> \$1,600.00					
	Spots: # Ch	n <u>Day Ai</u>	r Date Air Time Des	cription	Start/End Time	Leng	th Ad-ID			Rate Ty
	1 W	ESHTu 08	3/28/12 7:29 PM M-F	Entertainment Tonight	7:00-730 PM	:	30 BN12003H			\$1,600.00 N
	2 W	ESHTh 08	3/30/12 7:10 PM M-F	Entertainment Tonight	7:00-730 PM		30 BN12003H			\$1,600.00 N
8	08/26/12 Class of Ti	09/02/12 me - Immed	NBC Sunday Today iately Pre-emptible witho	8:00-9:00 AM/9-11 ut notice	<i>k</i> S	:30	1	\$1,400.00	NM	
	Weeks:	Start Date 08/27/12	End Date MTWTFSS	<u> </u>	<u>Rate</u> \$1,400.00					
	U	50121112	33/02/12	· · · · · · · · · · · · · · · · · · ·	ψ1,400.00		or and a street			

Start/End Time

8:00-9:00 AM/9-11/

Length Ad-ID

:30 BN12003H

Send Payment To:





Invoice Date **Invoice Month** Invoice Period Invoice # 943033-2 09/09/12 September 2012 08/27/12 - 09/03/12

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	550

Weeks:

							Spots/			
ine Start Da	te End Date	e Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
8 08/26/12 Class of			Sunday Today e-emptible without	8:00-9:00 AM/9-11. notice	A red catality - Sympley western	:30	1	\$1,400.00	NM	
10 08/27/12 Class of			6-6:30 PM e-emptible without	M-F 6-6:30 PM notice	1-1	:30	2	\$1,600.00	NM	
Weeks:	Start Date 08/27/12	09/02/		Spots/Week 2	<u>Rate</u> \$1,600.00					
Spots: #		Air Date	Air Time Descri		Start/End Time		th Ad-ID			Rate Type
7)8/27/12)8/29/12	6:27 PM M-F 6- 6:28 PM M-F 6-		M-F 6-6:30 PM M-F 6-6:30 PM		30 BN12003H			\$1,600.00 NM \$1,600.00 NM
11 09/03/12			6-6:30 PM	M-F 6-6:30 PM	M	:30	1	\$1,600.00	NM	ψ1,000.00 THI
			e-emptible without		Dete					
Weeks:	Start Date 09/03/12	End D 09/09/		Spots/Week 1	<u>Rate</u> \$1,600.00					
Spots: #		Air Date	Air Time Descri	iption	Start/End Time	Leng	th Ad-ID			Rate Type
1	WESHM (09/03/12	6:14 PM M-F 6	-6:30 PM	M-F 6-6:30 PM	::	30 BN12003H			\$1,600.00 NM
13 08/28/12 Class of			5-6 PM ROT e-emptible without	5:00-6:00 PM notice	-1-11	:30	3	\$900.00	NM	
Weeks:	Start Date 08/27/12	End D 09/02/		Spots/Week 3	<u>Rate</u> \$900.00					
Spots: #	Ch Day	Air Date	Air Time Descr	<u>iption</u>	Start/End Time	Leng	th Ad-ID			Rate Type
		08/28/12	5:54 PM M-F 5		5:00-6:00 PM		30 BN12003H			\$900.00 N
		08/30/12	5:24 PM M-F 5		5:00-6:00 PM		30 BN12003H			\$900.00 N
3	WESHF (08/31/12	5:42 PM M-F 5	-6 PM ROT	5:00-6:00 PM		30 BN12003H			\$900.00 NM
15 08/28/12 Class of			s of Our Lives e-emptible without	1:00-2:00 PM notice	-T	:30	1	\$400.00	NM	
Weeks:	Start Date 08/27/12	End D 09/02		Spots/Week 1	<u>Rate</u> \$400.00					
Spots: #	Ch <u>Day</u>	Air Date	Air Time Descr		Start/End Time	and the second second	th Ad-ID			Rate Typ
1	WESHTu	08/28/12	1:46 PM Days	of Our Lives	1:00-2:00 PM	:	30 BN12003H			\$400.00 N
17 08/28/1: Class of	2 08/31/12 f Time - Imme	M-F diately Pre	4-5 PM NEWS e-emptible without	M-F 4-5 PM notice	-1-11	:30	3	\$700.00	NM	
Weeks:	Start Date 08/27/12	End D 09/02		Spots/Week 3	<u>Rate</u> \$700.00					
Spots: #		Air Date	Air Time Descr		Start/End Time		th Ad-ID			Rate Typ
	WESHTu		4:44 PM M-F 4	THE RESIDENCE OF THE PARTY OF T	M-F 4-5 PM		30 BN12003H			\$700.00 NI
	WESHTh WESHF	08/30/12	4:27 PM M-F 4 4:14 PM M-F 4	CO. A. SERVICE CO. C. C.	M-F 4-5 PM M-F 4-5 PM		30 BN12003H 30 BN12003H			\$700.00 NI \$700.00 NI
										\$700.00 141
20 08/27/1: Class of			C Today Show II e-emptible without	10AM-11AM t notice	11111	:30	5	\$600.00	NM	
Weeks:	Start Dat 08/27/12	e End E	Date MTWTFSS	Spots/Week 5	<u>Rate</u> \$600.00				16.70	
Spots: #		Air Date	Air Time Descr		Start/End Time	Leng	th Ad-ID			Rate Typ
5		08/27/12 1G 20.6	NBC	Today Show II	10AM-11AM		00			\$600.00 N
2		08/28/12	10:28 AM NBC	Today Show II	10AM-11AM	4	30 BN12003H			\$600.00 N
		08/29/12	10:59 AM NBC		10AM-11AM		30 BN12003H			\$600.00 N
		08/30/12	11:00 AM NBC	•	10AM-11AM		30 BN12003H			\$600.00 N
		08/31/12	10:51 AM NBC		10AM-11AM		30 BN12003H			\$600.00 N
6		09/03/12 or 20.5 08/	10:58 AM NBC 7 27	I oday Show II	10AM-11AM	أعتب	30 BN12003H			\$600.00 N
21 09/03/1 Class o	2 09/03/1:	2 NBC	C Today Show II re-emptible withou	10AM-11AM	M	:30	1	\$600.00	NM	
Weeks			Date MTWTFSS	Snots/Meek	Rate					

Rate

Spots/Week

MTWTFSS

Start Date End Date

Send Payment To:





 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 943033-2
 09/09/12
 September 2012
 08/27/12 - 09/03/12

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	550

	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
21	09/03/12 Class of Tir	09/03/12 ne - Immedia	NBC Today Show II ately Pre-emptible without	10AM-11AM notice	M	:30	1	\$600.00	NM	
	Spots: <u>#</u> Ch 1 WE		09/09/12 M <u>Date Air Time</u> <u>Descri</u> 03/12 10:30 AM NBC T		\$600.00 Start/End Time 10AM-11AM		<u>th Ad-ID</u> 80 вм12003н			<u>Rate</u> <u>Type</u> \$600.00 NM
23	08/27/12 Class of Tir	08/31/12 ne - Immedia	Regis & Kelly 9-10 AM ately Pre-emptible without	9:00-10:00 AM notice	11-11	:30	4	\$650.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 WE 2 WE 3 WE	Start Date 08/27/12 <u>Day</u> Air ESHM 08/ ESHTu 08/	End Date MTWTFSS 09/02/12 11-11 Date Air Time Descrit /27/12 9:55 AM Regis /28/12 9:46 AM Regis /30/12 9:31 AM Regis	Spots/Week 4	Rate \$650.00 Start/End Time 9:00-10:00 AM 9:00-10:00 AM 9:00-10:00 AM	: :	th <u>Ad-ID</u> 30 BN12003H 30 BN12003H 30 BN12003H 30 BN12003H			Rate Type \$650.00 NN \$650.00 NN \$650.00 NN \$650.00 NN
24	09/03/12 Class of Tir	09/03/12	Regis & Kelly 9-10 AM ately Pre-emptible without		M	:30	1	\$650.00	NM	
	Weeks: Spots: <u>#</u> Ch	Start Date 09/03/12 Day Air	End Date MTWTFSS 09/09/12 M Date Air Time Descri	Spots/Week 1	Rate \$650.00 <u>Start/End Time</u> 9:00-10:00 AM		<u>th Ad-ID</u> 30 ви12003н			<u>Rate</u> <u>Type</u> \$650.00 NM
26	08/27/12 Class of Tir	08/31/12 ne - Immedia	M-F NOON NEWS 12- ately Pre-emptible without	12:12:00-12:30 PM notice	11111	:30	5	\$300.00	NM	
	1 WE 4 WE 5 WE	ESHM 08/ ESHTu 08/ ESHW 08/ ESHTh 08/	/27/12 12:11 PM M-F N /28/12 12:00 PM M-F N /29/12 12:24 PM M-F N /30/12 12:12 PM M-F N	Spots/Week 5 ption OON NEWS 12-12:30 OON NEWS 12-12:30 OON NEWS 12-12:30 OON NEWS 12-12:30	Rate \$300.00 <u>Start/End Time</u> 12:00-12:30 PM 12:00-12:30 PM 12:00-12:30 PM 12:00-12:30 PM	l :: l :: l ::	th Ad-ID 30 BN12003H 30 BN12003H 30 BN12003H 30 BN12003H 30 BN12003H			Rate Typ \$300.00 NI \$300.00 NI \$300.00 NI \$300.00 NI \$300.00 NI
27	09/03/12 Class of Tir	09/03/12 ne - Immedia	M-F NOON NEWS 12- ately Pre-emptible without	-12:12:00-12:30 PM notice	M	:30	1	\$300.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 WE			Spots/Week 1 iption OON NEWS 12-12:30	Rate \$300.00 <u>Start/End Time</u> 12:00-12:30 PM		<u>th Ad-ID</u> 30 ви12003н			<u>Rate</u> <u>Typ</u> \$300.00 NI
29	08/27/12 Class of Tir	08/29/12 ne - Immedia	M-F 3-4 PM ately Pre-emptible without	3:00-4:00 PM notice	111	:30	3	\$400.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 WE 2 WE	Start Date 08/27/12 Day Air ESHM 08/ ESHTu 08/	End Date MTWTFSS 111	Spots/Week 3 iption -4 PM -4 PM	Rate \$400.00 <u>Start/End Time</u> 3:00-4:00 PM 3:00-4:00 PM 3:00-4:00 PM		nth <u>Ad-ID</u> 30 BN12003H 30 BN12003H 30 BN12003H			Rate Typ \$400.00 N \$400.00 N \$400.00 N
31	08/25/12 Class of Tir		SA/SU 6-6:30 PM ately Pre-emptible without	SA/SU 5:58-6:30 P notice	11	:30	2	\$900.00	NM	
		Start Date 08/27/12 Day Air ESHSa 09, ESHSu 09,	/01/12 6:27 PM SA/SU	J 6-6:30 PM	Rate \$900.00 <u>Start/End Time</u> SA/SU 5:58-6:3 SA/SU 5:58-6:3	30 PI :	<u>ith Ad-ID</u> 30 вn12003н 30 вn12003н			Rate Typ \$900.00 Ni \$900.00 Ni

Send Payment To:

WESH



Invoice Date Invoice Month Invoice Period Invoice # 08/27/12 - 09/03/12 09/09/12 September 2012 943033-2

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	550

www.wesh.com

ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
32 08/28/12 Class of T	08/30/12 ime - Immedia	M-F Early Sunrise tely Pre-emptible without	5:00-6:00 AM notice	-111	:30	3	\$300.00	NM	the second
Weeks:	Start Date 08/27/12	End Date MTWTFSS -111	Spots/Week 3	<u>Rate</u> \$300.00					
Spots: # C	h Day Air	Date Air Time Descr	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
2 W	/ESHTu 08/	28/12 5:24 AM M-F E	arly Sunrise	5:00-6:00 AM	:3	0 BN12003H			\$300.00 NM
1 W	/ESHW 08/	29/12 5:23 AM M-F E	arly Sunrise	5:00-6:00 AM	:3	0 BN12003H			\$300.00 NM
3 W	/ESHTh 08/	30/12 5:29 AM M-F E	arly Sunrise	5:00-6:00 AM	:3	0 BN12003H			\$300.00 NM
33 09/03/12 Class of T	09/03/12 ime - Immedia	M-F Early Sunrise tely Pre-emptible without	5:00-6:00 AM notice	M	:30	1	\$300.00	NM	
Weeks:	Start Date 09/03/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # C	h Day Air	Date Air Time Descr	<u>iption</u>	Start/End Time	Leng	th Ad-ID			Rate Type
1 W	/ESHM 09/	03/12 5:28 AM M-F E	arly Sunrise	5:00-6:00 AM	:3	0 BN12003H			\$300.00 NM
34 08/28/12 Class of T	08/28/12 ime - Immedia	M-Su News @ 11PM tely Pre-emptible without	11-1135p notice	-T	:30	1	\$1,300.00	NM	
Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12 -T	Spots/Week 1	Rate \$1,300.00					
Spots: # C				Start/End Time	Lena	th Ad-ID			Rate Typ
and the second second second	/ESHTu 08/		And the second second	11-1135p		30 BN12003H			\$1,300.00 NM
35 09/03/12 Class of T	09/03/12 ime - Immedia	M-Su News @ 11PM	11-1135p	M	:30	1	\$1,300.00	NM	
Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/12 M	Spots/Week	Rate \$1,300.00					
Spots: # C				Start/End Time	Leng	th Ad-ID			Rate Typ
		03/12 11:33 PM M-Su		11-1135p		30 BN12003H			\$1,300.00 N
37 08/31/12 Class of T	08/31/12 Time - Immedia	Late Night w/Jimmy F	allor12:35-1:35XM t notice	F	:30	1	\$250.00	NM	
Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12F	Spots/Week	Rate \$250.00					
Spots: # C			ription	Start/End Time	Lend	th Ad-ID			Rate Typ
			Night w/Jimmy Fallon	12:35-1:35XM	:	30 BN12003H			\$250.00 N
38 09/03/12 Class of 7	09/03/12 Time - Immedia	Late Night w/Jimmy F	alloi12:35-1:35XM t notice	M	:30	1	\$250.00	NM	
Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/12 M	Spots/Week 1	Rate \$250.00					
Spots: # C				Start/End Time	Lenc	th Ad-ID			Rate Typ
para i programa i i i i i i i i i i i i i i i i i i			Night w/Jimmy Fallon	12:35-1:35XM		30 BN12003H			\$250.00 NI
				Total Spots		51			

Gross Total \$38,750.00

Agency Commission

\$5,812.50

Net Amount Due

\$32,937.50

Payment Terms 30 Days